

**MINUTES OF PUBLIC MEETING OF THE
ARIZONA GEOGRAPHIC INFORMATION COUNCIL
OUTREACH COMMITTEE MEETING HELD
March 18, 2020**

A public meeting of the Arizona Geographic Information Council was convened at 1:01 PM on March 18, 2020 through WebEx. Present at the meeting were the following members or designees of the AGIC Outreach Committee:

Table 1: Committee Voting Members

Member	Agency/Company	In Attendance
Jenna Leveille, Co-chair	AZ State Land Department	Yes, phone
Patrick Whiteford, Co-chair	AZ Dept of Transportation	Yes, phone
Cheryl Thurman, Co-chair	TerraSystems SW	Yes, phone
Humberto Aceves	EASi	No, with notice
Jay Corum	Bureau of Reclamation	Yes, phone
Cheryl Begay Mizell	EASi	Yes, phone
Sage Donaldson	AZ Dept of Transportation	Yes, phone
Kasey Green	AZ State Land Department	Yes, phone
Mike Hilstrom	AZ Dept of Administration	Yes, phone
Paul Minnick	AZ Commerce Authority	No, with notice
Lucas Murray	AZ Dept of Economic Security	Yes, phone
Eric Shreve	AZ Dept Emergency & Military Affairs	No, with notice

Table 2: Public Members At-Large

Member	Agency/Company	In Attendance
Saba Asefa	AZ Dept of Water Resources	Yes
Seth Franzman	Retired	Yes
Aryn Musgrave	ASU	Yes
Aparna Thatte	Mesa Public Schools	Yes

- I. **Call to order:** Quorum was established. Meeting was called to order at 01:01 PM; Introductions were made by the committee, ensuring attendance list was managed.
- II. **Approval of Minutes:** Jenna asked for a motion to approve February meeting minutes. Patrick motioned; Cheryl seconded. No discussion. Motion approved unanimously.

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III. Follow Up from February:

- **AGIC Participant Levels:** Jenna led a discussion about the AGIC participant level descriptions. The group agreed to the following five levels:
 - Friend of AGIC – Public participant in AGIC meetings
 - Conference Attendee
 - Committee Member – Active volunteer in a committee/work group or a voting member of that committee/work group
 - Committee Leadership – Committee/Work Group Co-chair, Secretary, and/or additional significant volunteer contributors identified by Committee/Work Group Co-chairs
 - Council Member
- **Outreach Banner updates:** The group is looking into rebranding the AGIC logo to fit with the new AZGeo logo. Patrick shared information with colleague to develop a mock-up design. The design will need to be approved by the Council. Materials would include a trifold banner (backdrop) and a tablecloth. Patrick will work with his colleague on the logo design, then we can present to the AGIC Council in May for final approval.
 - *****Action item:** Patrick will follow up with ADOT marketing team to gauge progress on banner logo development
- **Recruitment efforts:** Jenna discussed how recruitment would be challenging during current situation given the social distancing requirements. Meetings will only be held via WebEx. The group agrees that we should continue to look for opportunities, but table direct recruitment efforts until later. Mike announced that he met individuals from the Environmental Professional Association of Arizona (EPA-AZ) meeting who were interested in AGIC. These individuals use GIS and did not know about AGIC/AZGeo. Mike will follow up with contacting them.
- **Professional Development:** Jenna acknowledged that there were not many professional development options at the moment, as most events have been postponed due to the social restrictions by the COVID-19 pandemic. Changing Hands is currently closed, but we will reach out in the future about creating an event.

IV. Monthly Topics of Discussion:

- **GIS Related Activity Announcements/Reports:** Jenna reported that all in person events are cancelled but moved online if that option was possible. Jenna and Patrick have been asked to present about AGIC at the NAZ GIS User Group webinar on March 26th.

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- March Mapness will be rescheduled for the fall
- Workflow workshop on 4/23 will be via webinar
- Consortech hands-on training for April is postponed
- **AGIC Website Updates and Maintenance:** Lucas announced that NSGIC presented a spotlight on Jenna Leveille at their annual conference. Lucas updated the website with official AZ response to COVID and links to dashboards. General reminder to group to share articles/news that we can post to the website. Lucas has been working on creating a guideline for determining what articles we post on the website. Jenna shared the Standard Work Update document and reviewed the recent news page. Jenna discussed the upcoming AGIC Committees and Work Group support activities including:
 - UAS Peer Exchange – April 1 (UAS WG)
 - NHD Workshop – April 2 (NR WG)
 - 911 Workflow Workshop – April 23 (911 Committee)
- V. **Social Media Work Group:** Cheryl announced that Aparna is taking over the social media platforms. They shared the SMWG Goals and Guidelines document for strategizing how to grow AGIC social media presence and encouraged committee members to add ideas. Some goals include increasing the number of Facebook followers and hoping to acquire social media management software in the future. The focus now is on developing Facebook as the main platform, then expanding and cross-posting on LinkedIn, Twitter and Instagram. There was a brief group discussion about the types of messages are best suited for each platform. Cheryl confirmed that each channel will target a different audience; LinkedIn will post mostly professional development related content, Twitter will be used to try to reach the younger/University aged audience, and Facebook will likely feature all posts. Cheryl also mentioned that we need to determine who AGIC will “follow” in addition to state agencies. Aparna will compile a list of potential individuals/organizations to follow, so please submit your suggestions to her. No organizations currently follow us, but we do have 74 individual followers. Cheryl and Aparna will prepare the document for Admin/Lega Committee review by April 8th and refine based on their comments for final presentation at the Council meeting in May.
 - *****Action item:** Cheryl will confirm with Shauna that she will do a presentation at the next SMWG on Hootsuite. Also confirm the date of the next SMWG meeting – likely April 9th, 1:00pm. Cheryl will send out GoToMeeting invitations.
- **AGIC-L Newsletter:** Jenna shared the updated AGIC-L newsletter. Announced that the conference dates are still confirmed. The current newsletter lists the committee meeting times. Jenna asked for committee to contribute known resources/links to online/free GIS training opportunities.

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IV. GIS Day: Cheryl noted that we will be tying SMWG into the GIS Day marketing efforts. Jenna announced that we need to get additional volunteers to help – will reach out to Bert to identify specific tasks and write role descriptions for volunteers. Jenna suggested that we could use 123Sruvey app to recruit. Cheryl added that it might be beneficial to put together a video which could also be used for other social media needs.

VI. AGOL Student Map Competition Activity Update: Jenna informed the group that there are currently 7 submissions and two webinars for student sponsors are featured on the AGIC Resources page. Winners of the competition can receive a \$100 gift card and one will get to attend the ESRI User conference.

VII. AGIC Visibility and Participation Work Session: Jenna shared an update on the AZGeo flyer, the collegiate content, and the executive content. The AZGeo flyer content is fine, but the group agrees that we need to refresh the flyer and update with the new logo. Sage will update the flyer and as per the group discussion remove some of the exclamation points and excess text, using more bullet points when possible. Patrick offered to share flyer templates.

VIII. Comments, requests, items for future agendas: The next meeting is scheduled for April 18, 2020.

IX. Adjourn: Meeting was adjourned at 2:22pm.